CLAIMS:

What is claimed is:

1. A method for determining an opportunities-to-see ("OTS") distribution of a schedule of print or television media, comprising the steps of:

generating individual OTS distributions based on loyalty and casualness, wherein loyalty is a representation of the probability that an individual will read a print publication or view a television program according to a binomial distribution, and wherein casualness is the ratio of the additional reach of a succeeding issue over the reach of its preceeding issue to the additional reach of said succeeding isssue to an independent issue;
and summing said individual OTS distributions.

2. The method of Claim 1 wherein said binomial distribution is beta-binomial.

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